



## CITY OF LODI

## COUNCIL COMMUNICATION

AGENDA TITLE: City Sponsorship of County Conservation Fair

MEETING DATE: May 15, 1991

PREPARED BY: City Manager

RECOMMENDED ACTION: That the City Council approve the participation of the City of Lodi as a sponsor of the annual County Conservation Fair at a cost of \$1,000.

BACKGROUND INFORMATION: The annual County Conservation Fair at Micke Grove has grown to a significant community event. The City of Lodi has been a participant in the past, but to date has not been a sponsor. This year the City is being asked not only to take part as an exhibitor, but as a sponsor as well. The Conservation Fair focuses on the conservation of natural resources. Attached (Exhibit A) is a copy of a letter received from Mr. Kenneth Nieland, Micke Grove Zoo Director, who is coordinating this year's event.

The Conservation Fair is seeking to develop a budget of \$10,000. Commitments have already been received from California Waste Removal Systems, McDonald's, Pacific Gas & Electric Co., and Sunrise Sanitation Service, Inc., of Stockton.

FUNDING: Water Fund Operating Reserve

Respectfully submitted,

Thomas A. Peterson  
City Manager

TAP:br

Attachment

CCCOM200/TXTA.07A

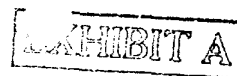
APPROVED: \_\_\_\_\_

THOMAS A. PETERSON  
City Manager

100-1000-0000



MICKE GROVE ZOO  
San Joaquin County  
Department of Parks and Recreation  
11793 N. Micke Grove Road, Lodi, CA 95240



(209) 953-8840  
(209) 331-7270  
FAX (209) 331-7271

April 9, 1991

Mr. Tom Peterson, City Manager  
City of Lodi  
P. O. Box 3006  
Lodi, CA 95241-1910

Dear Tom:

Over the past three years the Conservation Fair has become an important community event and many organizations and agencies contributed to making the 1990 Fair a resounding success! We are currently in the process of securing sponsors for Conservation Fair '91 to make this year's event bigger and better than ever.

Attendance at the Fair has grown steadily since the first event four years ago with last year's visitors numbering over 2000. News coverage has been excellent with newspaper articles both prior to and after the event, radio announcements and television coverage reaching throughout the community.

Sponsorships of \$1000.00 or more will assure inclusion in:

- \*our 1991 poster
- \*all public service announcements
- \*billboard advertising
- \*all press releases
- \*all mailed fliers
- \*a special tabloid section in the Stockton Record

We are looking at a total 1991 budget of nearly \$10,000 as our event increases in importance and popularity. Holly Jones, Lodi's Water Conservation Officer, is working closely with us in the planning of the 1991 Fair and she suggested that the City of Lodi may be interested in participating as a sponsor.

I will be contacting you in the near future to see if you have any particular thoughts on the possibility of City of Lodi financial involvement in Conservation Fair '91.

In any event, Holly's many valuable contributions as a committee member and her participation in the event over the last three years has been greatly appreciated.

I look forward to talking with you.

Sincerely,

Kenneth C. Nieland

ENCLOSURE

CITY OF LODI  
SPECIAL ALLOCATION REQUEST

TO: Finance Director

DATE: May 15, 1991

FROM: City Clerk

PROJECT NUMBER:

Request is made for funds to accomplish the following project which was not included in the current budget:

<u>Description of Project</u>	<u>Estimated Cost</u>
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Participation of the City of Lodi as a sponsor of the annual County Conservation Fair at a cost of \$1,000

Funding source - Water Fund Operating Reserve

(If you need more space, use additional sheet and attach to this form)

Date of Approval - 5/15/91

Amount Approved - \$1,000.00

Council XXXXX

City Manager                     

FUND OR ACCOUNT TO BE CHARGED

Current Budget	\$ <u>                    </u>	Prior Year Reserve	\$ <u>                    </u>
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Contingent Fund	\$ <u>            </u>	General Fund Surplus	\$ <u>                    </u>
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Capital Outlay Reserve	\$ <u>                    </u>	Reimbursable Account	\$ <u>                    </u>
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Utility Outlay Reserve	\$ <u>                    </u>	Other (Election)	\$ <u>                    </u>
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Hotel/Motel Tax Reserve -

General Fund Operating Reserve

Account Number

Robert H. Holm, Finance Director

*Alice M. Reimche*  
Alice M. Reimche,  
City Clerk

Submit this form in duplicate to the Finance Director. Distribution after approval will be as follows:      1) Originating Department      2) Finance Department



MICKE GROVE ZOO  
San Joaquin County  
Department of Parks and Recreation  
11793 N. Micke Grove Road, Lodi, CA 95240

EXHIBIT A

(209) 953-8840  
(209) 331-7270  
FAX (209) 331-7271

CC-6 (5/15/91)

April 9, 1991

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Sincerely,

Kenneth C. Nieland

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#156

CITY OF LODI  
SPECIAL ALLOCATION REQUEST

TO: Finance Director

DATE: May 15, 1991

FROM: City Clerk

PROJECT NUMBER: 18.0-451.03-699

Request is made for funds to accomplish the following project which was not included in the current budget:

<u>Description of Project</u>	<u>Estimated Cost</u>
Participation of the City of Lodi as a sponsor of the annual County Conservation Fair at a cost of \$1,000	

Funding source - Water Fund Operating Reserve

(If you need more space, use additional sheet and attach to this form)

Date of Approval - 5/15/91

Amount Approved - \$1,000.00

Council XXXXX

City Manager                     

FUND OR ACCOUNT TO BE CHARGED

Current Budget	\$ <u>                    </u>	Prior Year Reserve	\$ <u>                    </u>
Contingent Fund	\$ <u>            </u>	General Fund Surplus	\$ <u>                    </u>
Capital Outlay Reserve	\$ <u>                    </u>	Reimbursable Account	\$ <u>                    </u>
Utility Outlay Reserve	\$ <u>                    </u>	<del>WATER UTILITY FUND</del> Other (Election)	\$ <u>1,000</u>
Hotel/Motel Tax Reserve	-		
General Fund Operating Reserve			

Account Number

Robert H. Holm  
Robert H. Holm, Finance Director

Alice M. Reimche  
Alice M. Reimche,  
City Clerk

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